

CHAPTER III

RESEARCH METHOD

In this chapter, the writer described the method applied in conducting this research due to several aspects such as research design, research subject, data collection, and data analysis.

3.1 Research Design

According to Kothari (2004), research design is the design preparation of scientific investigation or the theoretical analysis of the procedures applied to a field of study. It discusses the methods and the techniques that used to analyse the study. In short, research design refers to achieve information and to fulfil the research problems. The basic types of research design are quantitative and qualitative. In this case, the writer considered qualitative method to be applied in order to conduct the study.

Ary et.al (2010) state that qualitative research is based on the different philosophical approach discerning the individual and their world as interconnected. The researcher could see the uniqueness of the human behavior by focusing on the meaning events not only to what people do but also at how they think and feel. The qualitative result of the study is narrative report which is comprehensive. Further, the reader can understand the social reality experienced by the subject. In this method, a researcher does not know in advance how naturally occurring events will unfold. However, it is also the reason why this research does not begin with hypotheses.

The design was chosen due to the purpose of the study which is to describe the natural phenomenon of code mixing. Further, by using qualitative method, the writer collected data in the form of words rather than numbers to identify types and to investigate the factors of code mixing that led MFM broadcaster use code mixing in M-Cinema program.

3.2 Research Subject

The subject of this study was an FM Radio broadcaster in Malang who presented M-Cinema program. He was 22 years old and a student of Engineering Department at one of universities in Malang. He was chosen because of his abilities in using code mixing in the on air program. He used *Bahasa* as his first language (L1) and in his social daily life. Meanwhile English which is spoken as foreign language (L2). Moreover, the subject of this study has 2 years of experience in MFM Radio Station.

3.3 Data Collection

This section described the technique, instrument, and procedure that were applied to this study.

3.3.1 Technique and Instrument

In this study, document analysis and interview were applied in collecting data in order to answer the research problems.

3.3.1.1 Document Analysis

Ary et al (2010) argue that another predominant data collection strategies in qualitative research are observation, interview and document or artifact analysis. Document analysis can be written text or non-written text. For instance

text book, journal, meeting minutes, announcements are known as written text or text-based artifact. Then, non-written text are photographs, audiotapes, video tapes, computer image, website and etc. The writer chose non-written document analysis to gain understanding of the phenomenon of code mixing used by the broadcaster of M-Cinema program. The non-written document of this study was M-Cinema program records which was classified as audiotapes. There were 5 broadcasting episode recorded in November until December 2017. In each episode consist of 9 until 10 segments. The writer transcribed and analyzed the record of M-Cinema program. It provided good information and helped the writer to answer the first question of research problem in this study.

3.3.1.2 Interview

Interview is one of the most method used and the popular one in qualitative research for obtaining data. Creswell (2012) mentions a qualitative interview happens when the researcher asks participants general, deals with open-ended questions and records their answer. Moreover, Ary et al (2010) state that interview is one of the most excessively used and basic methods for obtaining qualitative data from people about opinion, beliefs and feelings with their own words. The writer applied this method to answer the second research problem of code mixing used by broadcaster.

The structure of interviews according to Ary et al (2010) are categorized as unstructured, structured and semi- or partially structured interviews. The writer applied semi- or partially structured interview in this study. In this interview, there were several questions formulated, but the writer was able to modify the format or

the question during interview process. Further, the writer prepared several questions which were called as interview guide. In qualitative study, interview consists of questions. The questions are typically open questions in which subject of the study cannot answer with “yes” or “no” or simple response. The questions was about the reason of code mixing used by the broadcaster in his program. During the interview, conversation was recorded and also the writer wrote several notes for any important information. It helped the writer to answer research problem about reason of code mixing used by the broadcaster of M-Cinema program while on air.

3.3.2 Procedure

In this study, the writer focused on the code mixing used by broadcaster of M-Cinema program in MFM Radio Station. The writer used the following steps to collect the data:

1. Recording the broadcaster conversation while on air
2. Transcribing the broadcaster conversation while on air
3. Interviewing the broadcaster
4. Transcribing the result of interview

3.4 Data Analysis

According to Ary (2010), the data analysis focuses on analyzing and interpreting recorded material to learn about human behavior. Based on that theory, the researcher processed several aspects related to the activities to reveal the required information towards observation and interview. Further, Creswell (2012) mentions that documents analysis is a research method applied to written

or visual materials for identifying specific characteristics which is related with this study. The documents can be text book, newspaper, minutes of meetings, personal journals, and letters.

The data used in this study were broadcaster's utterances within his M-Cinema program. All the utterances containing code mixing used by M-Cinema broadcaster were analyzed. After collecting the data, the writer analyzed the data by several steps:

1. Identifying the occurrence of code mixing used by M-Cinema program's broadcaster
2. Classifying the occurrence into the types of code mixing to answer the first question of research problem (Appendix 1)
3. Identifying the reason of code mixing used by the M-Cinema program's broadcaster to fulfill the second question of research problem (Appendix 2)
4. Analyzing the reason by referring to relevant literature
5. Drawing conclusion